



2012 Utah Tourism at a Glance*

- Traveler spending for 2012 is estimated to be \$7.4 billion
- 2012 Traveler spending is estimated to have generated \$890 million in state and local tax revenues
- Estimates of tourism arrivals were 23.4 million
- Estimated 127,781 jobs in travel and tourism-related industries
 - 85,061 Direct tourism jobs
 - 42,719 Indirect & Induced tourism jobs
- 66% of Utah's visitors come from the Western United States. Top markets include:
 - California
 - Idaho
 - Texas
 - Colorado
 - Arizona
 - Nevada
- Top international markets include:
 - Canada
 - France
 - Germany
 - United Kingdom
 - Australia
 - China
 - Japan
 - Brazil
- 6.5 million recreation visits were made to Utah's five national parks during 2012. Another 5.1 million recreation visits occurred at Utah's seven national monuments, two national recreation areas, and one national historic site.
- 5.0 million visitors enjoyed Utah's 43 state parks
- 20.0 million passengers arrived at Salt Lake International Airport during the year
- Utah's 14 ski resorts hosted 4.0 million skier days during the 2012/13 season
- 440,290 visitors stopped at Utah's six Welcome Centers
- 65.1% statewide hotel/motel occupancy rate
- For every \$1 invested in advertising the average 2012 ROI in tax dollars to the state was \$5.42

*These figures are estimates which may be revised once final year-end figures become available.

Sources: Utah Governor's Office of Planning and Budget; D.K. Shifflet & Associates Ltd.; Strategic Marketing & Research, Inc.; National Park Service; Utah State Parks and Recreations; Ski Utah; Utah Department of Transportation; Utah State Tax Commission; Utah Department of Workforce Services; Salt Lake International Airport; U.S. Department of Commerce; Rocky Mountain Lodging Report; Census Bureau American Fact Finder; Utah Governor's Office of Economic Development – Office of Tourism